

Galaxy Macau™ in tune with MICROS *Simphony*



At a glance

2,200 hotel rooms

50 food & beverage outlets

9-screen cinema complex



In May 2011, Galaxy Macau™ arrived as the newest and brightest attraction in Macau's famous Cotai entertainment area. An integrated resort, Galaxy Macau includes the ultra-exclusive Banyan Tree Macau, Japan's legendary Hotel Okura Macau, and the highly anticipated five-star Galaxy Hotel™.

By the end of 2011, the three-hotel resort will offer a total of 2,200 rooms, more than 50 food and beverage outlets, numerous entertainment features and a complex with 9 state-of-the-art, 3D cinema houses. That's in addition to the 500 rooms at Galaxy Entertainment Group's (GEG) first 5-star hotel casino, StarWorld Macau located on the Macau Peninsula.

Ian Farnsworth is the Director of Information Systems and Technology at GEG. He is responsible for the selection and implementation of IT systems and technology across the combined complex and resort.

Mr. Farnsworth says StarWorld Macau started using MICROS 9700 in 2006. When the design for the three new hotels was finalized in 2010, the decision was made to integrate the point-of-sale systems across the entire resort after testing at StarWorld Macau.

"Initially trialling *Simphony* at StarWorld Macau gave us a chance to test the system out," he says. "We then chose to roll it out across the other three hotels – largely because of its multi-property capabilities and enterprise-level reporting."

In doing so, Galaxy Macau became the first large-scale organisation outside of North America to adopt the *Simphony* v2 Point-of-Sale system.

Keeping the resort running offline

Lewis Goh, Senior Manager of Non-Gaming Solutions, believes one of the key features of *Simphony* is its ability to function in 'offline' mode.

"The offline functionality means we can continue to operate our resort, even if the network is down," Mr. Goh says. "For example, our restaurants are able to remain self-sufficient, and they can continue to perform like a stand-alone restaurant."

According to Mr. Farnsworth, the offline functionality allows them to perform scheduled database maintenance, or run software upgrades, without having to worry about the impact on customers and employees.

"At one point we were able to relocate our server from StarWorld Macau to Galaxy Macau, and the users weren't even able to tell – they could continue to perform most normal transactions in offline mode."

"Having everything integrated means we don't have to invest in multiple servers. That saves on hardware costs, and streamlines the way infrastructure is managed."

Ian Farnsworth, Director of Information Systems & Technology, Galaxy Entertainment Group



Using the multi-lingual capability

Galaxy Macau has several thousand employees. With many of these employees originating from China, Mr. Goh says the Asian language options on *Simphony* are extremely valuable.

“Many of the staff we employ prefer to read in Traditional or Simplified Chinese, and most of our guests are from China,” he says. “With *Simphony*, staff can operate using their preferred language – that feature has been great for us.”

Mr. Goh says employees are able to pick up *Simphony* extremely quickly. He believes one of the reasons for this is that the layout on the screen closely resembles previous MICROS systems, but with more added features.

“In Macau, most employees are familiar with MICROS point-of-sale systems, and we find they have very little trouble adapting to *Simphony* – it’s almost seamless.”

“If we do occasionally experience some small issues where the staff aren’t sure how to use certain features, we’re generally able to resolve the issue very quickly.”



Integrating with third party systems

Like any casino, Galaxy Macau is focused on security. Mr. Farnsworth says the ability of *Simphony* to integrate with their video surveillance operations has made it easier to investigate potential transaction discrepancies.

Galaxy Macau has also integrated Stored Value Cards to offer patrons a ‘cashless’ food court. Mr. Goh says this helps their food court provide fast, hygienic and efficient service to clients.

“Our guests load cash value onto their Galaxy Macau Pass, so all they need to do in the food court is present their card – and the food settlement is automatically deducted from their value card,” he says.

“It’s a very seamless way of purchasing food and our customers love it.”

Mr. Goh says “the resort also rewards its club members with points earned outside the Casino. Privilege points earned from food and beverage purchases are automatically added to the member balance - this is another great example of the ease of integration to *Simphony*”.



Enterprise reporting

For an organization the size of Galaxy Macau, Mr. Farnsworth says one of the most important benefits of *Simphony* is the fact that it allows them to manage and store data centrally – saving the resort time and money.

“Having everything integrated means we don’t have to invest in multiple servers,” he says. “That saves on hardware costs, and streamlines the way infrastructure is managed.”

Mr. Farnsworth adds that integrated reporting is a valuable time-saver for management, who would otherwise face the complication of managing multiple sets of reports.

“If we didn’t have an integrated system, we would have multiple point-of-sale systems, and separate reporting on all of them,” he says. “Instead we have a single database across all our properties.”

“Having that consolidated financial reporting eliminates the need to manually combine data from each of the hotels, and reduces the time needed to prepare reports.”

“Importantly, it also allows us to drill down into individual outlets where required – so we can still get that level of detail when we need it.”



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